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THE PUBLIC'S KNOWLEDGE
OF THE
CENTRAL INTELLIGENCE AGENCY

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A National Opinion Trends Report

The Gallup Organization, Inc.

MARKETING AND ATTITUDE RESEARCH

53 BANK STREET

PRINCETON, NEW JERSEY

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INTRODUCTION

Objective of the Study The primary objective of the study was to ascertain the extent of the public's awareness and knowledge of the Central Intelligence Agency.

Specific Objectives of the Study The study had seven specific objectives, as follows:

- 1) To ascertain the number of adults who are familiar with the CIA and what it does.
- 2) To find out among those adults who are familiar with the CIA whether they know if it operates here in the United States or abroad, or both.
- 3) To determine whether they think the CIA is responsible to the President or is free to act entirely on its own.
- 4) To find out how good a job they think the CIA is doing.
- 5) To ascertain how important a job they think the CIA performs.
- 6) To learn whether they think other countries have an organization similar to the CIA, and, specifically, if they think Russia has such an organization, and,
- 7) To determine the esteem in which the public holds the CIA, based on whether they would like to have a son work for the agency.

Design of
the Research

The findings in the survey are based on personal interviews with 1,570 adults selected in such a manner that, as a group, they constitute a close approximation to the U.S. adult civilian population.

The details of the sample, how it is distributed by regions of the country, city size, age, occupation of chief wage-earner, annual family income, and so on and a description of the manner in which it was drawn appear in the Technical Appendix of the report.

Interviewing for the study was conducted during the period from August 25 through September 2, 1964.

The following questions were asked:

1. "Have you ever heard or read anything about the Central Intelligence Agency -- sometimes called the C.I.A.?"
2. (IF YES) "Just in your own words -- what does it do?"
3. "Do you happen to know whether it operates here in the United States or abroad, or both?"
4. "Is the agency responsible to the President, or is it free to act entirely on its own?"
5. "Based on what you have heard or read, how good a job is the C.I.A. doing -- very good, fairly good average, or poor?"
6. "How important a job would you say the C.I.A. performs -- very important, fairly important, or not too important?"
7. "Do you think other countries have an organization like the C.I.A. which obtains information about the United States?"
8. "Do you think Russia has an organization like the C.I.A., or not?"
9. "Assuming that he qualified, would you like to have a son of yours work for the C.I.A., or not?"

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Tables of recommended sampling tolerances to have in mind while reading the report appear in the Technical Appendix.

The following estimate, as of September 1, 1964, can be used for the purpose of projecting percentages into number of people:

National adult civilian
population, age 21 and
older, excluding the in-
stitutional population

110,200,000

SUMMARY OF FINDINGS

1. Fifty-eight per cent of adults say they have heard or read about the Central Intelligence Agency, while 42 per cent have not.

Awareness of the CIA is proportionately higher among young adults age 21 to 29 years, among college-trained persons, among persons living in the West, and among persons in the professional and business occupation group:

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	<u>Per Cent Familiar</u>
21 to 29 years	67
30 to 49 years	61
50 years and older	52
College	87
High school	63
Grade school	35
East	62
Midwest	55
South	49
West	71
Professional & Business	81
White-collar	65
Manual workers	51
Farmers	45
Non-labor force	43

2. More than one out of three persons who are familiar with the CIA said that the agency is a "spy outfit" that obtains vital information about other countries.

When those persons who said they are familiar with the CIA were asked, "Just in your own words -- what does it do?", 36 per cent answered that it is a "spy outfit." About one person in five among those familiar with the CIA, 20 per cent, said it "investigates persons in top Government jobs," 8 per cent said it "investigates everything to protect U.S. interests," and 7 per cent said it "keeps tab on activities around the world." Two per cent made specific mention of CIA activity in Cuba.

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About one person in four who had heard or read about the CIA, 25 per cent, was unable to say what it does.

3. More than six out of ten persons who are familiar with the CIA said the agency operates both in the United States and abroad.

Persons in the survey who were familiar with the CIA were next asked, "Do you happen to know whether it operates here in the United States or abroad, or both?"

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Sixty-three per cent said the agency operates both in the United States and abroad, while 9 per cent answered that it operates in the United States and a similar proportion answered that it operates abroad.

Again, proportionately more college-trained persons (74 per cent) answered that the agency operates both in the United States and abroad than is the case among those persons with less formal education.

More than seven out of ten persons living in the West (73 per cent) said the CIA operates both in the United States and abroad.

4. Among those persons familiar with the CIA, the weight of opinion holds that the agency is responsible to the President.

When respondents who were familiar with the CIA were asked, "Is the agency responsible to the President, or is it free to act entirely on its own?", 49 per cent said the agency is responsible to the President, while 18 per cent said it is free to act entirely on its own, and 33 per cent said they did not know.

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Proportionately more college-trained persons who are familiar with the CIA think the agency is responsible to the President than is the case among those persons with less formal education:

	<u>Responsible to President</u>	<u>Free To Act</u>	<u>Don't Know</u>
	<u>%</u>	<u>%</u>	<u>%</u>
College	57	18	25
High school	51	16	33
Grade school	35	21	44

5. Slightly more than half of those persons who are familiar with the CIA think the agency is doing a "very good" or "fairly good" job.

Persons familiar with the CIA were next asked, "Based on what you have heard or read, how good a job is the CIA doing -- very good, fairly good, average, or poor?"

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Twenty-one per cent rated the agency as doing a "very good" job, 31 per cent said it is doing a "fairly good" job, and 14 per cent rated the job the agency is doing as "average."

Less than one person in ten who were familiar with the agency, 8 per cent, rated the job CIA is doing as "poor," while about one out of four, 26 per cent, expressed no opinion.

6. More than six out of ten persons who are familiar with the CIA think the agency performs a "very important" job.

When persons who were familiar with the CIA were asked, "How important a job would you say the CIA performs -- very important, fairly important, or not too important?", 63 per cent said "very important," 16 per cent said "fairly important," 3 per cent said "not too important," and 18 per cent said they did not know.

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The view that the CIA performs a very important job is proportionately higher among college-trained persons and persons in the professional and business occupation group, as follows:

	Per Cent Saying "Very Important"
College	75
High school	61
Grade school	55
Professional and Business	73
White-collar	70
Manual workers	60
Farmers	39
Non-labor force	49

7. More than eight out of ten persons who are familiar with the CIA think that other countries, including Russia, have organizations like CIA which obtain information about the United States.

Respondents who were familiar with the CIA were asked, "Do you think other countries have an organization like the CIA which obtains information about the United States?"

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Eighty-four per cent answered yes, while one per cent said no, and 15 per cent said they did not know.

When asked specifically about Russia having an organization like the CIA, 85 per cent answered yes, while one per cent said no, and 14 per cent said they did not know.

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The belief that other countries have organizations like the CIA which obtain information about the United States is proportionately higher among college-trained persons and among persons in the professional and business occupation group.

8. The weight of sentiment among persons who are familiar with the CIA holds that they would like to have a son of theirs work for the CIA.

To ascertain the esteem in which the public holds the CIA, respondents who were familiar with the agency were asked, "Assuming that he qualified, would you like to have a son of yours work for the CIA, or not?"

Table
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Forty-six per cent said they would, while 25 per cent said they would not, and 29 per cent expressed no opinion.

Some typical volunteered comments:

"It would be a good thing. He would be doing something for his country." (Woman, 60, Entrat, Washington)

"That's like saying, would you want your son to be President?" (Woman, 25, Tampa, Fla.)

"It should be fascinating." (Woman, 41, Sarasota, Fla.)

"If this was the type of work he wanted to do." (Woman, 43, Norfolk, Va.)

"It would be interesting, intriguing and important work." (Man, 48, Knoxville, Tenn.)

"I wouldn't object, but I wouldn't encourage it." (Man, 67, Liberal, Kans.)

"If he were qualified, yes." (Man, 63, Madison, Ind.)

"It is a top organization." (Man, 60, Halma, Minn.)

"It would be an honor but dangerous." (Man, 41, Toledo, Ohio)

"To protect the country, yes." (Man, 51, Pittsburgh, Pa.)

"It's important top secret work." (Man, 68, Wilmington, Del.)

"I wouldn't enjoy it, but I'd be proud if he did." (Woman, 83, Wethersfield, Conn.)

"It's up to the boy." (Man, 24, Bound Brook, N.J.)

"Because he would be helping the country." (Man, 45, Boylston, Mass.)

"It would be dangerous." (Woman, 23, Sparks, Nev.)

"The risk is too high for the remuneration." (Man, 65, Salt Lake City, Utah)

"No one wants their child to go into dangers like that." (Woman, 25, North Hollywood, Calif.)

"Just on general principles, I object to my son spying." (Man, 36, Brazoria, Tex.)

"Too dangerous." (Woman, 23, Atlanta, Ga.)

"I don't like intrigue and it's a dangerous job." (Man, 78, Lake Geneva, Wisc.)

FINDINGS IN DETAIL

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1. "Have you ever heard or read anything about the Central Intelligence Agency -- sometimes called the C.I.A.?"

	<u>Number of Interviews</u>	<u>Yes</u> %	<u>No</u> %
NATIONAL	1,570	58	42 = 100%
AGE OF RESPONDENT			
21 to 29 years	252	67	33
30 to 49 years	666	61	39
50 years and older	648	52	48
Undesignated	4		
EDUCATION OF RESPONDENT			
College	357	87	13
High school	840	63	37
Grade school	368	35	65
Undesignated	5		
REGION OF COUNTRY			
East	437	62	38
Midwest	470	55	45
South	411	49	51
West	252	71	29
OCCUPATION OF CHIEF WAGE-EARNER			
Professional & Business	415	81	19
White-collar	186	65	35
Manual workers	638	51	49
Farmers	88	45	55
Non-labor force	231	43	57
Undesignated	12		
SIZE OF COMMUNITY			
1,000,000 and over including fringe	294	57	43
250,000 to 1,000,000 including fringe	317	68	32
50,000 to 250,000 including fringe	236	56	44
2,500 to 50,000	273	58	42
Rural non-farm and farm	450	52	48

2. (IF YES) "Just in your own words -- what does it do?"

	<u>NATIONAL</u>	<u>Had Heard of CIA</u>
	<u>%</u>	<u>%</u>
Spy outfit; espionage; obtains vital information about other nations, etc.	21	36
Investigates persons in top Government jobs; checks on Communist membership, etc.	11	20
Investigates everything to protect U.S. interests	4	8
Keeps tab on activities around the world (general)	4	7
Specific mention of activity in Cuba	1	2
"An intelligence agency" as its name implies	1	2
Advises the President, the administration	1	2
Provides for the security of the President	1	2
Informs the people of what is going on	*	*
Miscellaneous	1	2
Can't say	<u>14</u>	25
	59	
Had not heard of CIA	<u>42</u>	<u>--</u>
	101**	106**

* Less than one-half of one per cent.

** Multiple answers.

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3. "Do you happen to know whether it operates here in the United States or abroad, or both?"

	<u>Number of Interviews</u>	<u>United States</u>	<u>Abroad</u>	<u>Both</u>	<u>Don't Know</u>	<u>Had not Heard of CIA</u>
		%	%	%	%	%
NATIONAL	1,570	5	6	36	11	42 = 100%
AGE OF RESPONDENT						
21 to 29 years	252	9	5	41	12	33
30 to 49 years	666	5	5	40	11	39
50 years and older	648	4	6	31	11	48
Undesignated	4					
EDUCATION OF RESPONDENT						
College	357	4	10	64	9	13
High school	840	7	5	39	12	37
Grade school	368	3	3	18	11	65
Undesignated	5					
REGION OF COUNTRY						
East	437	5	8	41	8	38
Midwest	470	5	5	31	14	45
South	411	6	3	27	13	51
West	252	5	7	52	7	29
OCCUPATION OF CHIEF WAGE-EARNER						
Professional & Business	415	7	8	56	10	19
White-collar	186	5	10	42	8	35
Manual workers	638	5	4	32	10	49
Farmers	88	8	2	12	23	55
Non-labor force	231	4	1	25	13	57
Undesignated	12					
SIZE OF COMMUNITY						
1,000,000 and over including fringe	294	4	9	39	5	43
250,000 to 1,000,000 including fringe	317	4	6	40	18	32
50,000 to 250,000 including fringe	236	4	3	40	9	44
2,500 to 50,000	273	10	3	35	10	42
Rural non-farm and farm	450	5	4	31	12	48

(Continued)

3. "Do you happen to know whether it operates here in the United States or abroad, or both?"

(Based on those who had heard of CIA)

	<u>Number of Interviews</u>	<u>United States</u> %	<u>Abroad</u> %	<u>Both</u> %	<u>Don't Know</u> %
NATIONAL	963	9	9	63	19 = 100%
AGE OF RESPONDENT					
21 to 29 years	178	14	8	61	17
30 to 49 years	434	9	9	65	17
50 years and older	349	7	11	60	22
Undesignated	2				
EDUCATION OF RESPONDENT					
College	315	5	11	74	10
High school	525	12	8	62	18
Grade school	121	9	9	50	32
Undesignated	2				
REGION OF COUNTRY					
East	305	8	12	67	13
Midwest	262	9	8	57	26
South	218	12	5	56	27
West	178	7	10	73	10
OCCUPATION OF CHIEF WAGE-EARNER					
Professional & Business	335	9	10	69	12
White-collar	125	7	15	65	13
Manual workers	339	9	9	62	20
Farmers	45	17	4	27	52
Non-labor force	113	9	2	59	30
Undesignated	6				
SIZE OF COMMUNITY					
1,000,000 and over includ- ing fringe	193	8	15	68	9
250,000 to 1,000,000 includ- ing fringe	220	6	9	59	26
50,000 to 250,000 including fringe	139	7	5	72	16
2,500 to 50,000	163	17	6	60	17
Rural non-farm and farm	248	10	8	59	23

4. "Is the agency responsible to the President, or is it free to act entirely on its own?"

	<u>Number of Interviews</u>	<u>President</u>	<u>Free To Act</u>	<u>Don't Know</u>	<u>Had Not Heard of CIA</u>
		%	%	%	%
NATIONAL	1,570	29	10	19	42 = 100%
AGE OF RESPONDENT					
21 to 29 years	252	31	14	22	33
30 to 49 years	666	33	9	19	39
50 years and older	648	23	10	19	48
Undesignated	4				
EDUCATION OF RESPONDENT					
College	357	49	16	22	13
High school	840	32	10	21	37
Grade school	368	13	7	15	65
Undesignated	5				
REGION OF COUNTRY					
East	437	36	10	16	38
Midwest	470	26	10	19	45
South	411	20	11	18	51
West	252	34	9	28	29
OCCUPATION OF CHIEF WAGE-EARNER					
Professional & Business	415	47	16	18	19
White-collar	186	36	11	18	35
Manual workers	638	23	9	19	49
Farmers	88	12	7	26	55
Non-labor force	231	18	7	18	57
Undesignated	12				
SIZE OF COMMUNITY					
1,000,000 & over including fringe	294	34	10	13	43
250,000 to 1,000,000 including fringe	317	30	15	23	32
50,000 to 250,000 including fringe	236	27	9	20	44
2,500 to 50,000	273	26	10	22	42
Rural non-farm and farm	450	26	8	18	48

(Continued)

4. "Is the agency responsible to the President, or is it free to act entirely on its own?"

(Based on those who had heard of CIA)

	<u>Number of Interviews</u>	<u>President</u> %	<u>Free To Act</u> %	<u>Don't Know</u> %
NATIONAL	963	49	18	33 = 100%
AGE OF RESPONDENT				
21 to 29 years	178	46	21	33
30 to 49 years	434	55	15	30
50 years and older	349	44	20	36
Undesignated	2			
EDUCATION OF RESPONDENT				
College	315	57	18	25
High school	525	51	16	33
Grade school	121	35	21	44
Undesignated	2			
REGION OF COUNTRY				
East	305	57	17	26
Midwest	262	48	18	34
South	218	40	23	37
West	178	48	12	40
OCCUPATION OF CHIEF WAGE-EARNER				
Professional & Business	335	58	19	23
White-collar	125	56	16	28
Manual workers	339	45	17	38
Farmers	45	26	16	58
Non-labor force	113	42	15	43
Undesignated	6			
SIZE OF COMMUNITY				
1,000,000 and over including fringe	193	59	17	24
250,000 to 1,000,000 including fringe	220	44	22	34
50,000 to 250,000 including fringe	139	48	17	35
2,500 to 50,000	163	45	17	38
Rural non-farm and farm	248	49	15	36

5. "Based on what you have heard or read, how good a job is the C.I.A. doing -- very good, fairly good, average, or poor?"

	<u>Number of Interviews</u>	<u>Very Good</u> %	<u>Fairly Good</u> %	<u>Aver- age</u> %	<u>Poor</u> %	<u>Don't Know</u> %	<u>Had Not Heard of CIA</u> %
NATIONAL	1,570	12	18	8	5	15	42 = 100%
AGE OF RESPONDENT							
21 to 29 years	252	14	19	7	4	23	33
30 to 49 years	666	13	20	9	5	14	39
50 years and older	648	10	15	8	5	14	48
Undesignated	4						
EDUCATION OF RESPONDENT							
College	357	17	28	12	12	18	13
High school	840	13	18	11	4	17	37
Grade school	368	8	13	2	1	11	65
Undesignated	5						
REGION OF COUNTRY							
East	437	13	23	8	5	13	38
Midwest	470	14	12	9	3	17	45
South	411	9	15	6	4	15	51
West	252	11	24	11	9	16	29
OCCUPATION OF CHIEF WAGE-EARNER							
Professional & Business	415	15	26	13	11	16	19
White-collar	186	14	24	10	5	12	35
Manual workers	638	11	16	7	2	15	49
Farmers	88	3	12	6	2	22	55
Non-labor force	231	11	7	5	5	15	57
Undesignated	12						
SIZE OF COMMUNITY							
1,000,000 and over							
including fringe	294	13	15	7	7	15	43
250,000 to 1,000,000							
including fringe	317	13	23	10	5	17	32
50,000 to 250,000 in-							
cluding fringe	236	11	19	10	4	12	44
2,500 to 50,000	273	16	14	7	5	16	42
Rural non-farm and farm	450	9	17	8	3	15	48

(Continued)

5. "Based on what you have heard or read, how good a job is the C.I.A. doing -- very good, fairly good, average, or poor?"

(Based on those who had heard of CIA)

	<u>Number of Interviews</u>	<u>Very Good</u> %	<u>Fairly Good</u> %	<u>Aver- age</u> %	<u>Poor</u> %	<u>Don't Know</u> %
NATIONAL	963	21	31	14	8	26 = 100%
AGE OF RESPONDENT						
21 to 29 years	178	21	28	11	7	33
30 to 49 years	434	21	33	15	8	23
50 years and older	349	20	29	15	9	27
Undesignated	2					
EDUCATION OF RESPONDENT						
College	315	20	32	13	14	21
High school	525	20	28	18	7	27
Grade school	121	22	36	7	3	32
Undesignated	2					
REGION OF COUNTRY						
East	305	22	37	13	8	20
Midwest	262	25	22	16	6	31
South	218	18	31	12	8	31
West	178	15	35	15	12	23
OCCUPATION OF CHIEF WAGE-EARNER						
Professional & Business	335	19	33	16	13	19
White-collar	125	21	37	15	9	18
Manual workers	339	22	31	14	4	29
Farmers	45	6	27	14	5	48
Non-labor force	113	24	16	12	12	36
Undesignated	6					
SIZE OF COMMUNITY						
1,000,000 and over includ- ing fringe	193	22	27	12	12	27
250,000 to 1,000,000 includ- ing fringe	220	19	33	15	7	26
50,000 to 250,000 including fringe	139	20	34	17	7	22
2,500 to 50,000	163	27	25	11	9	28
Rural non-farm and farm	248	17	33	16	6	28

6. "How important a job would you say the C.I.A. performs -- very important, fairly important, or not too important?"

	<u>Number of Interviews</u>	<u>Very Im- portant</u>	<u>Fairly Important</u>	<u>Not Too Important</u>	<u>Don't Know</u>	<u>Had Not Heard of CIA</u>
		%	%	%	%	%
NATIONAL	1,570	37	9	2	10	42 = 100%
AGE OF RESPONDENT						
21 to 29 years	252	39	13	1	14	33
30 to 49 years	666	42	10	1	8	39
50 years and older	648	31	8	2	11	48
Undesignated	4					
EDUCATION OF RESPONDENT						
College	357	65	10	2	10	13
High school	840	38	13	1	11	37
Grade school	368	19	5	2	9	65
Undesignated	5					
REGION OF COUNTRY						
East	437	42	10	2	8	38
Midwest	470	34	9	1	11	45
South	411	29	6	3	11	51
West	252	46	14	1	10	29
OCCUPATION OF CHIEF WAGE-EARNER						
Professional & Business	415	59	9	3	10	19
White-collar	186	46	11	2	6	35
Manual workers	638	30	11	1	9	49
Farmers	88	18	6	-	21	55
Non-labor force	231	21	6	2	14	57
Undesignated	12					
SIZE OF COMMUNITY						
1,000,000 and over						
including fringe	294	39	8	1	9	43
250,000 to 1,000,000						
including fringe	317	42	11	3	12	32
50,000 to 250,000 in-						
cluding fringe	236	37	9	2	8	44
2,500 to 50,000	273	38	9	1	10	42
Rural non-farm and farm	450	30	9	1	12	48

(Continued)

6. "How important a job would you say the C.I.A. performs -- very important, fairly important, or not too important?"

(Based on those who had heard of CIA)

	<u>Number of Interviews</u>	<u>Very Important</u> %	<u>Fairly Important</u> %	<u>Not Too Important</u> %	<u>Don't Know</u> %
NATIONAL	963	63	16	3	18 = 100%
AGE OF RESPONDENT					
21 to 29 years	178	58	19	1	22
30 to 49 years	434	69	16	1	14
50 years and older	349	59	15	5	21
Undesignated	2				
EDUCATION OF RESPONDENT					
College	315	75	11	3	11
High school	525	61	20	2	17
Grade school	121	55	14	4	27
Undesignated	2				
REGION OF COUNTRY					
East	305	67	16	3	14
Midwest	262	61	17	2	20
South	218	59	12	5	24
West	178	65	19	1	15
OCCUPATION OF CHIEF WAGE-EARNER					
Professional & Business	335	73	11	3	13
White-collar	125	70	18	2	10
Manual workers	339	60	21	2	17
Farmers	45	39	13	-	48
Non-labor force	113	49	14	5	32
Undesignated	6				
SIZE OF COMMUNITY					
1,000,000 and over including fringe	193	70	14	1	15
250,000 to 1,000,000 including fringe	220	62	16	5	17
50,000 to 250,000 including fringe	139	66	16	4	14
2,500 to 50,000	163	65	16	2	17
Rural non-farm and farm	248	58	18	1	23

7. "Do you think other countries have an organization like the C.I.A. which obtains information about the United States?"

	<u>Number of Interviews</u>	<u>Yes</u> %	<u>No</u> %	<u>Don't Know</u> %	<u>Had Not Heard of CIA</u> %
NATIONAL	1,570	49	*	9	42 = 100%
AGE OF RESPONDENT					
21 to 29 years	252	57	1	9	33
30 to 49 years	666	54	*	7	39
50 years and older	648	41	*	11	48
Undesignated	4				
EDUCATION OF RESPONDENT					
College	357	80	-	7	13
High school	840	54	1	8	37
Grade school	368	24	*	11	65
Undesignated	5				
REGION OF COUNTRY					
East	437	55	-	7	38
Midwest	470	45	1	9	45
South	411	39	*	10	51
West	252	59	1	11	29
OCCUPATION OF CHIEF WAGE-EARNER					
Professional & Business	415	75	-	6	19
White-collar	186	58	*	7	35
Manual workers	638	42	1	8	49
Farmers	88	27	-	18	55
Non-labor force	231	29	*	14	57
Undesignated	12				
SIZE OF COMMUNITY					
1,000,000 and over including fringe	294	50	-	7	43
250,000 to 1,000,000 includ- ing fringe	317	57	-	11	32
50,000 to 250,000 including fringe	236	49	-	7	44
2,500 to 50,000	273	48	1	9	42
Rural non-farm and farm	450	41	1	10	48

(Continued)

* Less than one-half of one per cent.

7. "Do you think other countries have an organization like the C.I.A. which obtains information about the United States?"

(Based on those who had heard of CIA)

	Number of <u>Interviews</u>	<u>Yes</u> %	<u>No</u> %	<u>Don't Know</u> %
NATIONAL	963	84	1	15 = 100%
AGE OF RESPONDENT				
21 to 29 years	178	84	2	14
30 to 49 years	434	88	*	12
50 years and older	349	79	*	21
Undesignated	2			
EDUCATION OF RESPONDENT				
College	315	92	-	8
High school	525	86	1	13
Grade school	121	69	*	31
Undesignated	2			
REGION OF COUNTRY				
East	305	89	-	11
Midwest	262	82	2	16
South	218	79	*	21
West	178	84	1	15
OCCUPATION OF CHIEF WAGE-EARNER				
Professional & Business	335	92	-	8
White-collar	125	89	1	10
Manual workers	339	83	1	16
Farmers	45	61	-	39
Non-labor force	113	68	*	32
Undesignated	6			
SIZE OF COMMUNITY				
1,000,000 and over including fringe	193	87	-	13
250,000 to 1,000,000 including fringe	220	84	-	16
50,000 to 250,000 including fringe	139	88	-	12
2,500 to 50,000	163	83	1	16
Rural non-farm and farm	248	80	1	19

* Less than one-half of one per cent.

8. "Do you think Russia has an organization like the C.I.A., or not?"

	<u>Number of Interviews</u>	<u>Yes</u> %	<u>No</u> %	<u>Don't Know</u> %	<u>Had Not Heard of CIA</u> %
NATIONAL	1,570	49	1	8	42 = 100%
AGE OF RESPONDENT					
21 to 29 years	252	57	2	8	33
30 to 49 years	666	54	1	6	39
50 years and older	648	42	*	10	48
Undesignated	4				
EDUCATION OF RESPONDENT					
College	357	81	*	6	13
High school	840	54	1	8	37
Grade school	368	25	*	10	65
Undesignated	5				
REGION OF COUNTRY					
East	437	55	*	7	38
Midwest	470	46	1	8	45
South	411	38	1	10	51
West	252	61	1	9	29
OCCUPATION OF CHIEF WAGE-EARNER					
Professional & Business	415	75	*	6	19
White-collar	186	59	1	5	35
Manual worker	638	42	1	8	49
Farmers	88	28	*	17	55
Non-labor force	231	31	*	12	57
Undesignated	12				
SIZE OF COMMUNITY					
1,000,000 and over includ- ing fringe	294	50	*	7	43
250,000 to 1,000,000 includ- ing fringe	317	56	1	11	32
50,000 to 250,000 including fringe	236	49	*	7	44
2,500 to 50,000	273	51	1	6	42
Rural non-farm and farm	450	42	1	9	48

(Continued)

* Less than one-half of one per cent.

8. "Do you think Russia has an organization like the C.I.A., or not?"

(Based on those who had heard of CIA)

	Number of Interviews	Yes %	No %	Don't Know %
NATIONAL	963	85	1	14 = 100%
AGE OF RESPONDENT				
21 to 29 years	178	85	3	12
30 to 49 years	434	88	1	11
50 years and older	349	80	*	20
Undesignated	2			
EDUCATION OF RESPONDENT				
College	315	93	*	7
High school	525	86	1	13
Grade school	121	70	1	29
Undesignated	2			
REGION OF COUNTRY				
East	305	89	*	11
Midwest	262	84	2	14
South	218	79	1	20
West	178	85	1	14
OCCUPATION OF CHIEF WAGE-EARNER				
Professional & Business	335	92	1	7
White-collar	125	91	1	8
Manual workers	339	83	2	15
Farmers	45	62	1	37
Non-labor force	113	71	*	29
Undesignated	6			
SIZE OF COMMUNITY				
1,000,000 and over including fringe	193	88	*	12
250,000 to 1,000,000 including fringe	220	82	1	17
50,000 to 250,000 including fringe	139	88	*	12
2,500 to 50,000	163	88	1	11
Rural non-farm and farm	248	81	2	17

* Less than one-half of one per cent.

9. "Assuming that he qualified, would you like to have a son of yours work for the C.I.A., or not?"

	<u>Number of Interviews</u>	<u>Yes</u> %	<u>No</u> %	<u>Don't Know</u> %	<u>Had Not Heard of CIA</u> %
NATIONAL	1,570	26	15	17	42 = 100%
AGE OF RESPONDENT					
21 to 29 years	252	31	15	21	33
30 to 49 years	666	28	16	17	39
50 years and older	648	23	14	15	48
Undesignated	4				
EDUCATION OF RESPONDENT					
College	357	44	26	17	13
High school	840	27	16	20	37
Grade school	368	16	7	12	65
Undesignated	5				
REGION OF COUNTRY					
East	437	27	20	15	38
Midwest	470	24	14	17	45
South	411	20	11	18	51
West	252	40	14	17	29
OCCUPATION OF CHIEF WAGE-EARNER					
Professional & Business	415	40	24	17	19
White-collar	186	31	14	20	35
Manual workers	638	24	12	15	49
Farmers	88	12	13	20	55
Non-labor force	231	15	10	18	57
Undesignated	12				
SIZE OF COMMUNITY					
1,000,000 and over includ- ing fringe	294	30	15	12	43
250,000 to 1,000,000 includ- ing fringe	317	31	14	23	32
50,000 to 250,000 including fringe	236	29	13	14	44
2,500 to 50,000	273	26	12	20	42
Rural non-farm and farm	450	20	18	14	48

(Continued)

9. "Assuming that he qualified, would you like to have a son of yours work for the C.I.A., or not?"

(Based on those who had heard of CIA)

	<u>Number of Interviews</u>	<u>Yes</u> %	<u>No</u> %	<u>Don't Know</u> %
NATIONAL	963	46	25	29 = 100%
AGE OF RESPONDENT				
21 to 29 years	178	47	22	31
30 to 49 years	434	47	26	27
50 years and older	349	44	27	29
Undesignated	2			
EDUCATION OF RESPONDENT				
College	315	51	30	19
High school	525	44	25	31
Grade school	121	44	21	35
Undesignated	2			
REGION OF COUNTRY				
East	305	44	32	24
Midwest	262	44	25	31
South	218	40	23	37
West	178	56	20	24
OCCUPATION OF CHIEF WAGE-EARNER				
Professional & Business	335	49	30	21
White-collar	125	47	22	31
Manual workers	339	47	24	29
Farmers	45	27	29	44
Non-labor force	113	35	23	42
Undesignated	6			
SIZE OF COMMUNITY				
1,000,000 and over including fringe	193	53	26	21
250,000 to 1,000,000 including fringe	220	45	21	34
50,000 to 250,000 including fringe	139	51	23	26
2,500 to 50,000	163	44	21	35
Rural non-farm and farm	248	39	34	27

TECHNICAL APPENDIX

— *The Gallup Organization, Inc.* —

COMPOSITION OF THE SAMPLE

	Per Cent
NATIONAL	100.0
SEX OF RESPONDENT	
Men	47.4
Women	52.6
AGE OF RESPONDENT	
21 to 34 years	24.6
35 to 49 years	32.4
50 years and older	42.7
Undesignated	0.3
OCCUPATION OF CHIEF WAGE-EARNER	
Professional & Business: Professional, technical and kindred workers (e.g., engineers, accountants, nurses); Executives (managers, officials, proprietors, public administrators)	23.0
White-collar: Clerical and kindred workers (e.g., mail carriers, telephone operators); Sales and kindred workers (e.g., underwriters, contractors, brokers)	11.3
Manual workers: Foremen, craftsmen and kindred workers (e.g., railroad engineers, machinists, linesmen, maintenance painters); Operatives and kindred workers; Service, Domestic, Laborers	45.7
Farmers: Farm owners, farm managers, farm foremen, farm laborers	5.4
Non-labor force	13.6
Undesignated	1.0
SIZE OF COMMUNITY	
Over 500,000, including urban fringe	34.8
50,000 to 499,999	20.7
2,500 to 49,999	14.9
Under 2,500, non-farm	24.1
Under 2,500, farm	5.5-

(Continued)

REGION OF COUNTRY		<u>Per Cent</u>
East:	Connecticut, D.C., Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia	29.0
Midwest:	Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin	28.9
South:	Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia	26.3
West:	Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington, Wyoming	15.8
EDUCATION OF RESPONDENT		
	College (graduate or incomplete)	18.6
	High school (graduate or incomplete)	46.4
	Grade school (8 years or less)	34.9
	Undesignated	.1

-- NOTE --

Allowance for persons not at home was made by means of a "times-at-home" technique rather than by "call-backs." Either procedure is a standard method for reducing the sample bias that would otherwise result from underrepresentation in the sample of persons who are difficult to find at home. All results reported, including the composition of the sample, are based on data in which a "times-at-home" weighting has been incorporated.

DESIGN OF THE SAMPLE

The design of the sample is that of a single stage, replicated probability sample down to the block level in the case of urban areas, and to segments of townships in the case of rural areas.

After stratifying the nation geographically and by size of community in order to insure conformity of the sample with the latest available estimate of the Census Bureau of the distribution of the adult population, about 160 different sampling points or areas were selected on a strictly random basis. The interviewers had no choice whatsoever concerning the part of the city or county in which they conducted their interviews.

Approximately 10 interviews were conducted in each such randomly selected sampling point. Interviewers were given maps of the area to which they were assigned, with a starting point indicated, and required to follow a specified direction. At each occupied dwelling unit, interviewers were instructed to select respondents by following a prescribed systematic method and by a male-female assignment. This procedure was followed until the assigned number of interviews was completed.

Since this sampling procedure is designed to produce a sample which approximates the adult civilian population (21 and older) living in private households in the U.S. (that is, excluding those in prisons and hospitals, hotels, religious and educational institutions, and on military reservations), the survey results can be applied to this population for the purpose of projecting percentages into number of people. The manner in which the sample is drawn also produces a sample which approximates the population of private households in the United States. Therefore, survey results can also be projected in terms of number of households when appropriate.

SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 per cent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

Recommended Allowance for Sampling Error
of a Percentage

	In Percentage Points (at 95 in 100 confidence level)*						
	-----Sample Size-----						
	<u>1500</u>	<u>1000</u>	<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>	<u>100</u>
Percentages near 10	2	2	3	3	4	5	7
Percentages near 20	2	3	4	4	5	7	9
Percentages near 30	3	4	4	4	6	8	10
Percentages near 40	3	4	4	5	6	8	11
Percentages near 50	3	4	4	5	6	8	11
Percentages near 60	3	4	4	5	6	8	11
Percentages near 70	3	4	4	4	6	8	10
Percentages near 80	2	3	4	4	5	7	9
Percentages near 90	2	2	3	3	4	5	7

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1500 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1500." The number at this point is 3, which means that the 33 per cent obtained in the sample is subject to a sampling error of plus or minus 3 points. Another way

*The chances are 95 in 100 that the sampling error is not larger than the figures shown.

Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between that shown in the two tables:

Recommended Allowance for Sampling Error
of the Difference

TABLE A	In Percentage Points (at 95 in 100 confidence level)*			
	<u>Percentages near 20 or percentages near 80</u>			
Size of Sample	<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>
750	5			
600	5	6		
400	6	6	7	
200	8	8	8	10

TABLE B	<u>Percentages near 50</u>			
	<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>
750	6			
600	7	7		
400	7	8	8	
200	10	10	10	12

Here is an example of how the tables would be used: Let us say that 50 per cent of men respond a certain way and 40 per cent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 750 men and 750 women.

Since the percentages are near 50, we consult Table B, and since the

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

two samples are about 750 persons each, we look for the number in the column headed 750 which is also in the row designated 750. We find the number 6 here. This means that the allowance for error should be 6 points, and that in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women we should be wrong only about 5 per cent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 4 percentage points.

If, in another case, men's responses amount to 22 per cent, say, and women's 24 per cent, we consult Table A because these percentages are near 20. We look in the column headed 750 and see that the number is 5. Obviously, then, the two-point difference is inconclusive.

CENTRAL INTELLIGENCE AGENCY

OFFICE OF THE DIRECTOR

27 October 1964

MEMORANDUM FOR: Mr. Kirkpatrick

Interesting -- why not figure out
what we should do to make all people who
know about CIA think it is doing a fine
job?

John A. McCone
John A. McCone

Attachment: "The Public's Knowledge of the
Central Intelligence Agency"
dated September 1964

The Gallup Organization, Inc.

MARKETING AND ATTITUDE RESEARCH

PRINCETON, NEW JERSEY